IN THE CLAIMS

Amend the claims as indicated below.

1. (Previously presented) A computer-implemented method for receiving and processing financial data in a computer system, the method comprising:

A financial analysis system retrieving financial data via a network from a plurality of data source, wherein the financial data includes a plurality of financial data elements, wherein data elements comprise ticker symbols, security names, number of shares, date purchased, date sold, coupon rate, maturity date, security type, and industry classification;

identifying a plurality of rules associated with the financial data elements, wherein the plurality of rules comprise generic rules and financial institution specific (FI-specific) rules;

applying the plurality of rules associated with the financial data elements to the financial data elements;

defining a plurality of identifiers, wherein an identifier is at least one character that is associated with a financial data element, such that retrieved financial data is normalized across the plurality if financial institutions, and across multiple accounts;

associating each of the plurality of financial data elements with an identifier when a single identifier match is found;

when a single identifier match is not found, determining whether an additional rule applies, and if an additional rule applies, applying the additional rule, wherein determining includes determining whether an additional generic rule applies;

if there is no single identifier match upon applying a generic rule, and no further generic rules apply, applying an FI-specific rule; and

identifying additional information regarding each financial data element using the identifier associated with the financial data element.

2. (Original) A method as recited in claim 1 further comprising storing each of the plurality of financial data elements and the identifier associated with each financial data element.

3. (Original) A method as recited in claim 1 wherein the data source is a web site.

4. (Canceled).

5. (Original) A method as recited in claim 1 wherein the identifier is an asset identifier.

6. (Original) A method as recited in claim 1 wherein the identifier is associated with a particular financial institution.

7. (Original) A method as recited in claim 1 further comprising converting data elements representing ticker symbols to a standard ticker symbol format.

8. (Original) A method as recited in claim 1 further comprising converting data elements representing security names to a standard security name format.

9. (Original) A method as recited in claim 1 wherein applying the plurality of rules includes matching data elements to a standard security name format.

10. (Original) A method as recited in claim 1 further comprising associating an exception identifier with each financial data element for which an associated identifier is not identified.

11. (Original) A method as recited in claim 10 further comprising manually associating identifiers with financial data elements having an associated exception identifier.

12. (Original) A method as recited in claim 10 further comprising generating a new rule to associate identifiers with financial data elements having an associated exception identifier.

13. (Original) A method as recited in claim 1 wherein applying the plurality of rules includes applying the plurality of rules in a particular order.

14. (Original) A method as recited in claim 1 further comprising retrieving the additional information regarding the financial data elements from a financial database.

15. (Original) A method as recited in claim 1 further comprising retrieving additional information associated with the financial data elements from an asset ID database.

16. (Original) A method as recited in claim 1 further comprising normalizing the plurality of financial data elements.

17. Canceled

18. (Previously presented) A computer-implemented method for receiving and processing financial data in a computer system, the method comprising:

accessing a web page associated with a financial institution;

retrieving data from the web page using a data harvesting script;

identifying financial data contained in the data retrieved from the web page, wherein the financial data includes a plurality of financial data elements, wherein data elements comprise ticker symbols, security names, number of shares, date purchased, date sold, coupon rate, maturity date, security type, and industry classification;

defining a plurality of asset identifiers, wherein an asset identifier is at least one character that is uniquely associated with a financial data element, such that retrieved financial data is normalized across the plurality if financial institutions, and across multiple accounts;

applying rules to associate each of the plurality of financial data elements with an asset identifier wherein the rules comprise generic rules and financial institution-specific (FI specific) rules; and

sorting the plurality of financial data elements based on the associated asset identifier.

19. (Original) A method as recited in claim 18 further comprising storing each of the plurality of financial data elements and the asset identifier associated with the financial data element.

20. (Original) A method as recited in claim 18 further comprising converting each of the plurality of financial data elements from a first format to a second format.

21. (Original) One or more computer-readable memories containing a computer program that is executable by a processor to perform the method recited in claim 18.

22. (Previously presented) A computer implemented method for receiving and processing financial data in a computer system, the method comprising:

retrieving financial data from a plurality of financial accounts via a network and a plurality of financial institutions via a network;

identifying data elements contained in the retrieved financial data, wherein data elements comprise ticker symbols, security names, number of shares, date purchased, date sold, coupon rate, maturity date, security type, and industry classification;

identifying generic rules for associating asset identifiers with the data elements;

defining a plurality of asset identifiers, wherein an asset identifier is at least one character that is uniquely associated with a financial data element, such that retrieved financial data is normalized across the plurality of financial institutions, and across multiple accounts;

determining whether there is a single asset identifier match;

if there is a single asset identifier match, associating the asset identifier with a data element;

if there is not a single asset identifier match, determining whether there are additional generic rules to apply; and

if there is no single asset identifier match and there are no additional generic rules to apply, applying at least one financial institution-specific (FI-specific) rule.

23. (Previously presented) A method as recited in claim 22 further comprising:

determining whether at least one data element has multiple associated asset identifiers after applying one or more of the generic rules and the FI-specific rules; and

modifying one or more of the generic rules and the FI-specific rules to associate a single asset identifier with at least one data element.

24. (Previously presented) A method as recited in claim 22 further comprising:

determining whether at least one data element does not have an associated asset identifier after applying one or more of the generic rules and the FI-specific rules; and

modifying the one or more of the generic rules and the FI-specific rules to associate an asset identifier with at least one data element.

25. (Original) One or more computer-readable memories containing a computer program that is executable by a processor to perform the method recited in claim 22.